

APPARATUS AND METHOD FOR PREVENTING SWITCHING
FROM A CHANNEL DURING AN ADVERTISEMENT DISPLAY

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ABSTRACT OF THE DISCLOSURE

An apparatus (270) and method is disclosed for preventing a viewer from switching from a channel when an advertisement is being displayed on the channel. The apparatus (270) and method comprises an advertisement controller (270) in a video
10 playback device (150) that (1) prevents a viewer of a direct (non-recorded) broadcast from switching channels when an advertisement is displayed, and (2) prevents a viewer of a recorded program from fast forwarding the recorded program in order to skip past advertisements that were recorded with the program. A viewer may either watch the advertisements or pay a fee in order to be able to change channels or fast forward when
15 the advertisements are being displayed.